

# City of Rocklin e-Biz Newsletter



## Economic and Redevelopment News



### INTRODUCTION

There are a number of exciting news items included in this issue.

**Sierra College Interchange (SCI) Construction Moving Forward**—The California Transportation Commission (CTC) approved an AB3090 funding commitment for the SCI project. This approval, combined with interim financing provided by the City and major property owners in the SCI project area, means construction should commence this fall. Additional information available at <http://www.sierrai-80reconstruct.org>.



This is the single largest community economic development project in the City for the foreseeable

future and offers these key community benefits:

- ★ Increased public safety
- ★ Major new commercial business activity
- ★ Revitalization and removal of blight in the Redevelopment project area
- ★ Better truck access

For more information on the SCI construction schedule, please contact the Engineering Division at 916.625.5140. For more information on the overall project, please contact Dave Palmer, Senior Engineer and Project Manager at 916.625.5118.

*“There are three kinds of companies: those who make things happen; those who watch things happen; and those who wonder what’s happened.”*  
(Anonymous)



### THE REGION

**The Placer County Transportation Planning Agency (PCTPA)** has created a new informational website: [www.FixPlacerTraffic.org](http://www.FixPlacerTraffic.org). This website provides information on Placer County traffic issues, solutions, and the costs and time-frames for various projects. Contact PCTPA at 530.823.4030 for more information.

**The Sacramento Metropolitan Statistical Area (MSA)** rivals the Riverside-San Bernardino MSA for top billing on the California job growth charts. According to Wells Fargo Economics, professional services, leisure and hospitality, government, trade, transportation and utilities all beat out construction in net new job creation over the past 12 months. Architecture, engineering, and employment services have been adding to their payrolls at four times the national pace and twice the pace in the U.S. Western region.

*(see graphs on page 4)*

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#### Disclaimer

The information contained herein was obtained from sources deemed reliable. However, no responsibility for errors or omissions is assumed by the City of Rocklin.

If you have any questions, please contact the City Manager's Office at 916.625.5560 or email [cityhall@rocklin.ca.us](mailto:cityhall@rocklin.ca.us)



## CITY CORNER



**Website Launched**—Rocklin has launched its new website. To see all the features available, please visit [www.rocklin.ca.us](http://www.rocklin.ca.us). Key website highlights include easy-to-use navigation with Residential, Visitors, Business, and City Government sections. The Business section includes incentive information, publications, and resources for businesses.



**New Rocklin Train Depot** building open. A grand opening of the Train Depot building was held June 27, 2006. This \$1.2M project was a joint effort of PCTPA and the City of Rocklin. PCTPA secured \$827,000 in project funding. The City and the Rocklin Redevelopment Agency provided the balance of the project funding.

**2006-2007 City Budget Adopted**—A \$64 million budget was adopted by the City Council. Key budget highlights include:

- ★ New water play features at two city parks
- ★ \$1.7 million for road overlays
- ★ \$1.8 million in a variety of building improvements, including the new solar carport at the Police station
- ★ Three new firefighters and two new police officers
- ★ Construction of the new Sierra College/I-80 Interchange and widening of Sierra College Blvd from Taylor Road to Rocklin Road
- ★ New fire engine

For more information, please contact the City Manager's office at 916.625.5560.

## New Publications



**Community Report Card 2006** provides a comprehensive summary of how we are doing as a community on a number of fiscal, economic, and community quality of life factors. To view the report, visit [http://www.rocklin.ca.us/government/city\\_hall/city\\_manager/public\\_information/city\\_publications/community\\_report\\_card.asp](http://www.rocklin.ca.us/government/city_hall/city_manager/public_information/city_publications/community_report_card.asp)



**Rocklin Top Ten...** Included here are ten key advantages of doing Business in Rocklin. To view this report, please visit the City's website at [http://civica.adminsys.local/businesses/publications/rocklin\\_top\\_ten.asp](http://civica.adminsys.local/businesses/publications/rocklin_top_ten.asp)



**The Future Success of Small and Medium Manufacturers: Challenges and Policy Issues.** To view this report, please visit the City's website at [http://rocklin-web.civicasoft.com/businesses/economic\\_development/business\\_reports/manufacturing\\_institute.asp](http://rocklin-web.civicasoft.com/businesses/economic_development/business_reports/manufacturing_institute.asp)

**—The 15 Best Practices of Today's SMM's** (Top 15 Small Manufacturing Company Business Practices). Please click on the link above to access the report.



## DEVELOPMENT



### Non-residential



**Harley Davidson of Rocklin** received approval to remodel the former KIA building and add 22,000 sq. ft. to the existing 15,000 sq. ft.



**Highway 65 Office Plaza** (Rocklin 65)—this 24-acre 253,000 sq. ft. of office and retail is now under construction adjacent to the recently owned RC Willey store on Lonetree Blvd.



**Lucille's Smokehouse Bar-B-Q**—the first opening of this restaurant in Northern California will be located in the Blue Oaks Town Center.



**Mervyn's Department Store** to open in Rocklin at Blue Oaks Town Center. This 80,000 sq. ft. store will be one of the new state-of-the-art prototype stores for Mervyns.



**Opus West Rocklin Corporate Center Lots 23 and 24**—this proposed project located on West Oaks Blvd near State Highway 65 includes two Class A office buildings of 144,000 sq. ft. each.



**Placer Center for Health** is a joint outpatient medical facility to be operated by U.C. Davis Health System and San Francisco based Catholic Healthcare West, which operates Mercy Hospitals. The 66,000' facility will be open in 2008. This project is the first one in the Orchard Creek development by Fulcrum Development Company. (see building on cover page.)



**Strikes Family Entertainment**—this 66,000 sq. ft. facility, located on West Oaks Blvd., is under construction and will be opened to the public this fall.



### Residential

**Elliot Homes** received final approvals for their 73-unit single-family dwelling unit subdivision at Scarborough Drive and Ballentrae Way.



**Whitney Ranch Clubhouse**—The new Whitney Clubhouse facility includes nearly 10,000 sq. ft. of building area for use by the homeowner association members, a pool building, and outdoor use areas.



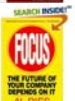
## RESOURCES

### Recommended Reading...

The following business-related publications were recently highlighted in the *Wall Street Journal* as essential reading for business entrepreneurs looking to take their company to the next level.



*"Co-opetition: A Revolution Mindset That Combines Competition and Cooperation: The Game Theory Strategy That's Changing the Game of Business,"* by Adam M. Brandenburger and Barry J. Nalebuff



*"Focus: The Future of Your Company Depends On It,"* by Al Reis



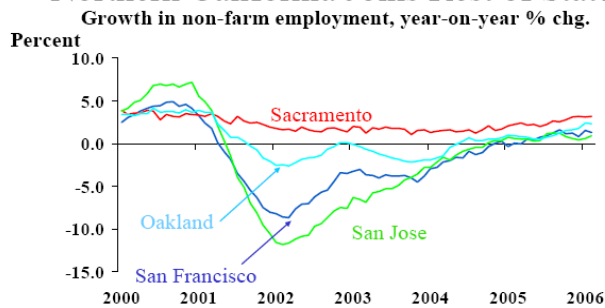
*"Minding the Store: A Memoir,"* by Stanley Marcus



## THE REGION

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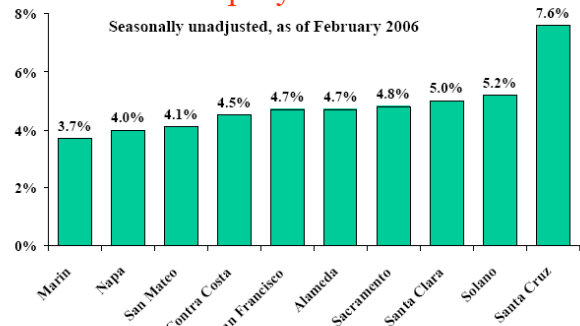
### Northern California Joins Rest of State



Source: Bureau of Labor Statistics

The San Francisco MD and San Jose MSA have been growing jobs on a year-on-year basis now for more than a year, joining the rest of the state. Broad-based job growth improves the stability of the Northern California expansion.

### Unemployment Rates

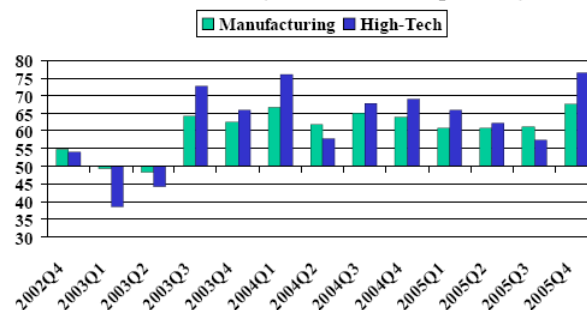


Source: California EDD

The Bay Area labor market is looking decidedly tight. Not only has slack all-but disappeared, but there is a risk that labor shortages could soon become more common place even in Santa Clara County.

### California Manufacturing Index

Diffusion Index (50+ Indicates Expansion)



Source: A. Gary Anderson Center of Economic Research, Chapman University



## IN BRIEF

- ★ Atherton Road extension at Rocklin Corporation Center is now officially open. This road which intersects with Lonetree Blvd., enables drivers to access the Atherton Tech Center off Lonetree Blvd
- ★ Commercial building permits issued year to date (May 2006), total 481,000 sq. ft.
- ★ Median Home Price in Rocklin as of June 2006 was \$470,000; .2 percent higher than the same time a year ago
- ★ Placer County ranked #15 nationally in highest average number of migration for counties from 2000-2004, according to the U.S. Census Bureau. Sacramento ranked #12
- ★ Placer County area median income for a family of four is now \$78,500. Those families making 80 percent or less of the median (\$62,800) would qualify to apply for affordable housing programs
- ★ SBA Effective Interest Rate for real estate projects – 6.99 percent fixed 20 years (6.6.06) [www.cdclloans.com](http://www.cdclloans.com)
- ★ According to International Council of Shopping Centers (ICSC), the Sacramento region has the highest growth potential for retail development in the nation

